

THE BOATING CLEAN AND GREEN CAMPAIGN

Conducted by the California Coastal Commission, with funding from the San Francisco Bay Conservation and Development Commission, the California Integrated Waste Management Board, the U.S. Environmental Protection Agency, and the National Oceanic Atmospheric Administration

What is the Boating Clean and Green Campaign?

The Boating Clean and Green Campaign is a state-wide program designed to reduce pollution from boating and marine business. This effort combines boater education, focusing on environmentally sound boating practices, with technical assistance to marine businesses and local government. The assistance provided helps to increase the availability of environmental services for boaters so they can implement BMPs recommended in the outreach Campaign.

Who is involved in the Campaign?

The Campaign is conducted by the California Coastal Commission in cooperation with the San Francisco Bay Conservation and Development Commission and with primary funding from the California Integrated Waste Management Board (CIWMB). By co-facilitating the California Clean Boating Network, the Campaign involves many boating stakeholders. These include government agencies, non-profit/environmental organizations, grantees of the CIWMB used oil program, boating and marine associations, universities, and marine retailers.



EDUCATION AND OUTREACH ACCOMPLISHMENTS

- Development and distribution of 35,000 boater kits
- Outreach at 40 boat shows and events
- Education at the waterfront by Dockwalkers
- 450 boat launch ramp signs posted
- 650 Shopping Clean & Green displays at marine supply stores
- Assistance with other organizations' boater education efforts
- Clean Boating website (www.coastal.ca.gov)
- Development / distribution of 15,000 clean boating tide tables
- Development of clean boating information directory on the 1(800) CLEANUP hotline and Earth's 911 website
- Publishing the locations of environmental services for boaters at marinas throughout the state
- Included clean boating information in NOAA charts, marina directories, boating guides, and other marine publications



10 foot wide trade show display



650 displays at marine supply shops

How did the Campaign develop its educational messages and identify needs for services?

Pre-campaign surveys of boater practices showed that 76% of boaters with engines are "do-it-yourself" oil changers and 43% of these engage in practices likely to cause oil spills. The research showed many were unaware of proper fueling techniques, the need to recycle oil filters, and how to find the location of facilities for hazardous waste disposal. The same surveys showed that knowing the impacts on the environment and knowing when specific practices are illegal were messages most likely to motivate behavior change. Most said they would use services such as oil absorbent pad exchanges, bilge pump-out facilities, used oil and filter recycling, oil change services, if convenient and low cost. Additional surveys showed 40% of CA marinas collect used oil, 10% hazardous waste, 5% provided services for minimizing oily discharges. In focus groups, boaters felt face-to-face boater education and multi-media approaches to design of educational materials are the best educational methods.

What types of services does the Campaign promote?

To minimize sources of pollution from boating, including oil and fuel spills, sewage discharges, abandoned hazardous wastes, and marine debris, the Boating Clean and Green Campaign promotes the following services:

- convenient used oil and oil filter recycling;
- oil absorbent pad exchange programs;
- bilge pump-out plus oil/water separation facilities;
- oil change services that collect used oil for recycling;
- sewage pump-out facilities; and
- solid and hazardous waste recycling.



450 boat launch ramp signs posted



Dockwalkers: Exerting "Pier Pressure"

Dockwalkers was originated by Save Our Shores in Santa Cruz, which still trains volunteers to conduct outreach in the Monterey Bay National Marine Sanctuary. In other parts of the state, the Boating Clean and Green Campaign has conducted thirteen Dockwalker trainings for a total of over 270 participants. Trainings have been provided in Alameda, San Diego, Eureka, Marina del Rey, Stockton, Dana Point, Los Angeles, Sacramento, and Newport. Almost all Dockwalkers trained by the Campaign are boaters themselves. By talking "face-to-face" to boaters at docks, launch ramps, boat shows, yacht club gatherings, and local festivals, and providing real solutions, such as oil absorbent pads, Dockwalkers motivate boaters to engage implement clean boating practices.

